



Massachusetts College of Liberal Arts
BOARD OF TRUSTEES ENROLLMENT MANAGEMENT COMMITTEE
Minutes of the Meeting of April 30, 2019
Murdock Room 208

Members in Attendance

Mohan Boodram, Chair
Kathleen Therrien
Denise Marshall

Members Absent

Brenda Burdick

Others in Attendance

James F. Birge, President
Gina Puc, Dean of Enrollment and Community Relations
Lisa Lescarbeau, Clerk
Bernadette Alden, Director of Marketing and Communications
Bonnie Howland, Director of Financial Aid
Janna Boyer, Associate Director of Admission Operations
Erin Kennedy, Associate Director of Transfer Admission
Francesca Olsen, Creative and Brand Strategy Manager

Call to Order

Chair Boodram called the meeting to order at 10:40 a.m.

Dean Puc reviewed the student profile data. Deposits are ahead by 10 in Health Sciences and down eight in Fine and Performing Arts. This decrease is being investigated by management.

Members of the Admission Office presented enrollment updates. The new student funnel data shows 1,954 applications with 1,406 accepts and 222 enrolled in the class of 2023. There are 38 deposits from former SVC students.

President Birge noted that official approval of the teach-out program for SVC radiologic sciences program had been granted by the DHE.

Transfer data shows 365 applications with 263 accepts and 80 enrolled students.

The Office of Admission has partnered with Student Affairs and CSSE to complete registrations through admissions CRM for the first time. The process has been seamless and will aid in data collection for course registrations.

A Student Financial Services update was presented. To-date 1,059 FASFA applications have been reviewed for entering freshman, transfers, and readmits. FASFA applications are down 8% overall with 27% of these having been selected for verification by the Department of Education.

Trustees discussed the automation of digital financial aid notifications to students and the reduced call volume that has resulted from this change. Improvements to the system for financial aid awarding to second and subsequent years students will be considered.

Ms. Alden presented a marketing update including branding and new website development. Official launch of the new brand is planned for fall 2019. Final deliverables including copywriting toolkit, brand collateral, campus and city environmental/signage and admissions collateral are being completed with SimpsonScarborough.

An aggressive timeline has been set to update the existing mcla.edu website. This project is in the information architecture, content strategy and visual design phase.

Ms. Puc reviewed the Fall 2020 planning outline. A retreat is planned for August with Noel-Levitz. SimpsonScarborough has advised that efforts to reach guidance counselors must be increased, and time and resources are being devoted to this.

There are two open positions for admission counselors which will be evaluated before posting to hire.

Trustees discussed political perspectives on campus and the impact on students. Ms. Puc noted that the Model UN is increasing their efforts on campus which aids in managing activities that could be politically charged.

Other Business

President Birge discussed the softness in the recruitment market with high school graduates and MCLA's primary recruitment markets. Efforts to expand recruiting markets include developing new programs and offering additional athletic programs, such as the men's lacrosse team that was recently added.

Trustees discussed college and university closings and MCLA's strategic plans and ability to take advantage of opportunities as they occur. The BHE is taking steps to revise the program approval process to allow closing programs to transition in a more timely manner to other institutions. As well, the DHE is creating metrics to measure a school's ability to teach-out over a four year period.

Trustees discussed the past practice of a summer program for guidance counselors. It was noted that many of the attendees were from schools that were not sending their students to MCLA. This program was eliminated and more intentional invitations are extended around specific events such as the LEAD and STEM academies. Efforts to develop relationships with schools in Eastern MA, Boston and Cape areas are important. As well NY enrollment numbers are on the rebound and work is underway to reengage the Capital Region Guidance Association.

Adjournment

There being no further business to come before the committee, the meeting was adjourned at 11:32 a.m.